

Message Text

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13

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 130141Z AUG 76
FM AMEMBASSY SEOUL
TO USDOC WASHDC
INFO AMEMBASSY TAIPEI
AMEMBASSY MANILA
AMCONSUL HONGKONG
AMEMBASSY CANBERRA
AMEMBASSY WELLINGTON
SECSTATE WASHDC 8836

UNCLAS SEOUL 6256

USDOC

FOR USDOC-BIC/OIM/EA/KELLY
E.O. 11652: N/A
TAGS: BEXP, RP, KS, TW, HK, AS, NZ
SUBJ: PROPOSED FY 76 TRADE PROMOTION PROGRAM FOR SEOUL

REF: USDOC 13044, SEOUL 2840

1) WE ARE PLEASED THAT EVENT SCHEDULE FOR SEOUL OUTLINED
IN REF A, INCLUDES THE SOLO ELECTRONICS COMPONENTS,
PRODUCTION AND TEST EQUIPMENT EXHIBITION FOR APRIL 1978
AND THE BUILDING AND SUPPLIES CATALOG SHOW FOR JANUARY 1978.
WE ARE CONCERNED, HOWEVER THAT ONLY ONE SEOUL CCP CAMPAIGN
HAS BEEN CHOSEN FOR SUPPORT BY COMMERCE (SEE REF B).

2. REFTTEL B OUTLINED SIX TARGET AREAS FOR PROMOTION
CAMPAIGNS AND REQUESTED COMMERCE SUPPORT FOR FOUR
CAMPAIGNS. A REEXAMINATION OF OUR SUGGESTED CCP
CAMPAIGNS CONFIRMS OUR ORIGINAL PROPOSALS FOR TECHNICAL
SEMINARS IN COMMUNICATIONS, TRANSPORT EQUIPMENT, AND
CONSTRUCTION/MINING AS TECHNICAL SEMINARS HAVE PROVEN
EFFECTIVE TO INTRODUCE TECHNOLOGY AND TO TEST MARKETS
FOR NEW THEMES.

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3. WE ARE DESAPPOINTED THAT COMPUTERS, PERIPHERALS AND BUSINESS SYSTEMS WERE OMITTED FROM THE SCHEDULE. THESE THEMES ARE BACKED BY POSITIVE MARKET RESEARCH STUDIES AND ARE EXTREMELY PROMISING FIELDS IN KOREA. A-108, AUG 2, 1976, IS A GOOD EXAMPLE OF THE TRADE POTENTIAL OF THIS THEME. WE RECOMMEND A COMMERCE RECRUITED EXHIBIT FEATURING THIS THEME RATHER THAN THE JEEP WHICH WAS EARLIER CONSIDERED.

4. FOLLOWING THE SUCCESSFUL HEALTH CARE TECHNICAL SEMINAR IN APRIL AND THE ANNOUNCEMENT BY THE ROKG THAT HEALTH CARE WILL HAVE PRIORITY IN THE 4TH FIVE YEAR PLAN, WE RECOMMEND THAT A JEEP BE SCHEDULED IN THIS THEME FOR SEOUL.

5. USDOC COMMENTS WOULD BE APPRECIATED.
STERN

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NNN

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